

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 387 Issue 3



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	20370	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	20370
Demographic:	(L) Household	Order:		
		Key Market:	Greenville Spartanburg Asheville	

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	150	30 Comme	Nbr of Spots 1		1	150
2	M-F 4-5p Judge Judy ...F..	225	30 Comme	Nbr of Spots 1		1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	Nbr of Spots 1	1	2	340
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	150	30 Comme	Nbr of Spots 1	1	2	300
5	M-F 4-5p Judge Judy M.....	225	30 Comme	Nbr of Spots 1	1	2	450
6	M-F 9a Dr Phil M.....	150	30 Comme	Nbr of Spots 1		1	150
8	Sat 8-9p .....S.	400	30 Comme	Nbr of Spots 1		1	400
10	M-F 1135p ET / 1035p CT Late Show	170	30 Comme	Nbr of Spots 1	11	1	170
<b>Weekly Totals:</b>				47	11	58	

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Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
11	M-F 3p ET / 2p CT Let's Make A Deal ...T...	150	30 Comme	1		1	150
12	M-F 4-5p Judge Judy ...T...	225	30 Comme	1		1	225
13	Tue 10p ET / 9p CT Vegas .T.....	1200	30 Comme	1		1	1200
14	M-F 1135p ET / 1035p CT Late Show .T.....	170	30 Comme	1		1	170
15	M-F 3p ET / 2p CT Let's Make A Deal .T.....	150	30 Comme	1		1	150
16	M-F 4-5p Judge Judy .T.....	225	30 Comme	1		1	225
17	M-F 3p ET / 2p CT Let's Make A Deal ..W....	150	30 Comme	1		1	150
18	M-F 4-5p Judge Judy ..W....	225	30 Comme	1		1	225
19	M-F 9a Dr Phil ..W....	150	30 Comme	1		1	150
21	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	1		1	1200
<b>Weekly Totals:</b>				47	11	58	

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<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C28N06	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217721
<b>Est./PO Number:</b> 06217721	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
22	M-F 1135p ET / 1035p CT Late Show ...F..	170	30 Comme	Nbr of Spots 1		1	170
23	M-F 530a News ...F..	140	30 Comme	Nbr of Spots 1		1	140
24	M-F 6a News ...F..	250	30 Comme	Nbr of Spots 1		1	250
25	M-F 7a CBS This Morning ...F..	200	30 Comme	Nbr of Spots 1		1	200
26	M-F 9a Dr Phil ...F..	150	30 Comme	Nbr of Spots 1		1	150
27	Fri 9p ET / 8p CT Made In Jersey ....F..	900	30 Comme	Nbr of Spots 1		1	900
28	M-F 530a News M.....	140	30 Comme	Nbr of Spots 1	1	2	280
29	M-F 6a News M.....	250	30 Comme	Nbr of Spots 1	1	2	500
30	M-F 7a CBS This Morning M.....	200	30 Comme	Nbr of Spots 1	1	2	400
31	M-F 9a Dr Phil M.....	150	30 Comme	Nbr of Spots 1	1	1	150
32	Sat 1130p Panthers Huddle .....S.	70	30 Comme	Nbr of Spots 1		1	70
<b>Weekly Totals:</b> Total Spots(Ord Spots)				47	11	58	

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Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
33	Sat 8p ET / 7p CT CBS College Football .....S.	1000	30 Comme	Nbr of Spots	1	1	1000
34	Sat 8p ET / 7p CT CBS College Football .....S.	1000	30 Comme	Nbr of Spots	1	1	1000
35	Sun 1030a ET / 830a CT Face The Nation .....S	275	30 Comme	Nbr of Spots	1	1	275
36	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	275	30 Comme	Nbr of Spots	1	1	275
37	M-F 530a News ...T...	140	30 Comme	Nbr of Spots	1	1	140
38	M-F 6a News ...T...	250	30 Comme	Nbr of Spots	1	1	250
39	M-F 7a CBS This Morning ...T...	200	30 Comme	Nbr of Spots	1	1	200
40	M-F 9a Dr Phil ...T...	150	30 Comme	Nbr of Spots	1	1	150
41	M-F 530a News ...T.....	140	30 Comme	Nbr of Spots	1	1	280
<b>Weekly Totals:</b> Total Spots(Ord Spots)				47	11	58	

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				Business Category:	Transactional

Ref	Sales Product Details			Rate	Spot Type		10/29	11/05	Total	Cost
42	M-F 6a News			250	30 Comme	Nbr of Spots	1	1	2	500
43	M-F 7a CBS This Morning			200	30 Comme	Nbr of Spots	1	1	2	400
44	Tue 8p ET / 7p CT NCIS			2500	30 Comme	Nbr of Spots	1		1	2500
45	M-F 9a Dr Phil			150	30 Comme	Nbr of Spots	1	1	2	300
46	Tue 9p ET / 8p CT NCIS Los Angeles			1900	30 Comme	Nbr of Spots	1		1	1900
47	Wed 10p ET / 9p CT CSI			1200	30 Comme	Nbr of Spots	1		1	1200
48	M-F 1135p ET / 1035p CT Late Show			170	30 Comme	Nbr of Spots	1		1	170
49	M-F 530a News			140	30 Comme	Nbr of Spots	1		1	140
50	M-F 6a News			250	30 Comme	Nbr of Spots	1		1	250
51	M-F 7a CBS This Morning			200	30 Comme	Nbr of Spots	1		1	200
Weekly Totals: Total Spots(Ord Spots)							47	11	58	

Grand Totals				
		Month 11 Weeks: 4		
Totals		10/29	11/05	
Spots	58	47	11	
Cost	20370	18345	2025	

Grand Totals:		Spots:	58
		Gross Total:	20,300.00
		Commission:	3,055.50
		Net Total:	17,244.50

REP HEADLINE# 6217721  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG1/12 15.28  
\*\*\*CHANGES\*\*\* \*\* WSPA-TV \*\*\*

ADV # ADV. NAME POLI/E MCCRORY/R/GOV/NC

AGY # AGY. NAME SMART MEDIA GROUP

814 KING STREET, SUITE 400

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME MICHELE BROOKS

SALES PRSN WA- MICA HANSEN (H)

ORDER # CONTRACT # 6217721

CLASS: NATL. LOCAL REGIONAL

PRDCT MCCRORY 4 NC GOV EST#\*\*\*\* COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT29/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG1/12 15.28

REP: REVISED ORDER

ZEROED LN 20  
ADDED LNS 21-51  
NEW TTL 20370  
PLS CFM  
THANKS, MIKE FOR MICA

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING  
\*\*\*\*\*IDB# 1046\*\*\*\*\*

PAT MCCRORY FOR NC GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = MCCRO AGENCY EST# = C29N06  
AGENCY PRODUCT CODE = ORDR

20	S		800P-1100P	30		\$1,000.00	11/3	11/3	0		SAT	0
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PROGRAM : SEC FOOTBALL ON CBS  
RA35+ : 5.3  
ORD COM1 : SPTS NA DUE TO FOOTBALL...PLS ADVISE ON OFFER ASAP.  
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-7 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-9 FOR 1 SPOT/WK

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG1/12 15.28  
\*\*CHANGES\*\* \*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	A		1000P-1100P	30		\$1,200.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 9.3												
CON COM1: ADD 7/30												
22	A		1135P-1235A	30		\$170.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 2.8												
CON COM1: ADD 7/30												
23	A		530A-600A	30		\$140.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 2.3												
CON COM1: ADD 7/30												
24	A		600A-700A	30		\$250.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 3.5												
CON COM1: ADD 7/30												
25	A		700A-800A	30		\$200.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 2.3												
CON COM1: ADD 7/30												
26	A		900A-1000A	30		\$150.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 4.6												
CON COM1: ADD 7/30												
27	A		900P-1000P	30		\$900.00	11/2	11/2	1		FRI	1
PROGRAM : ADD 7/30												
RA35+ : 7.4												
CON COM1: ADD 7/30												
28	A		530A-600A	30		\$140.00	10/29	11/5	1		MON	2
PROGRAM : ADD 7/30												
RA35+ : 2.3												
CON COM1: ADD 7/30												



# 703-516-9680  
!  
FROM REP AUG1/12 15.28  
\*\*CHANGES\*\* \*\*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29	A		600A-700A PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1: ADD 7/30	30		\$250.00	10/29	11/5	1		MON	2
30	A		700A-800A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$200.00	10/29	11/5	1		MON	2
31	A		900A-1000A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$150.00	11/5	11/5	1		MON	1
32	A		1135P-1235A PROGRAM : ADD 7/30 RA35+ : 1.3 CON COM1: ADD 7/30	30		\$70.00	11/3	11/3	1		SAT	1
33	A		800P-1100P PROGRAM : ADD 7/30 RA35+ : 9.8 CON COM1: ADD 7/30	30		\$1,000.00	11/3	11/3	1		SAT	1
34	A		800P-1100P PROGRAM : MG SEC FOOTBALL RA35+ : 9.8 CON COM1: MG SEC FOOTBALL	30		\$1,000.00	11/3	11/3	1		SAT	1
35	A		1030A-1100A PROGRAM : ADD 7/30 RA35+ : 4.1 CON COM1: ADD 7/30	30		\$275.00	11/4	11/4	1		SUN	1
36	A		900A-1030A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$275.00	11/4	11/4	1		SUN	1

REP: TEL# 703-516-9399 FAX# 703-516-9680  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
37	A		530A-600A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$140.00	11/1	11/1	1		THU	1
38	A		600A-700A PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1: ADD 7/30	30		\$250.00	11/1	11/1	1		THU	1
39	A		700A-800A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$200.00	11/1	11/1	1		THU	1
40	A		900A-1000A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$150.00	11/1	11/1	1		THU	1
41	A		530A-600A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$140.00	10/30	11/6	1		TUE	2
42	A		600A-700A PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1: ADD 7/30	30		\$250.00	10/30	11/6	1		TUE	2
43	A		700A-800A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$200.00	10/30	11/6	1		TUE	2
44	A		800P-900P PROGRAM : ADD 7/30 RA35+ : 19.7 CON COM1: ADD 7/30	30		\$2,500.00	10/30	10/30	1		TUE	1

REP HEADLINE# 6217721  
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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG1/12 15.28  
 \*\*\*CHANGES\*\*\* \*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
45	A		900A-1000A	30		\$150.00	10/30	11/6	1		TUE	2
PROGRAM : ADD 7/30												
RA35+ : 4.6												
CON COM1: ADD 7/30												
46	A		900P-1000P	30		\$1,900.00	10/30	10/30	1		TUE	1
PROGRAM : ADD 7/30												
RA35+ : 15.3												
CON COM1: ADD 7/30												
47	A		1000P-1100P	30		\$1,200.00	10/31	10/31	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 9.7												
CON COM1: ADD 7/30												
48	A		1135P-1235A	30		\$170.00	10/31	10/31	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 2.8												
CON COM1: ADD 7/30												
49	A		530A-600A	30		\$140.00	10/31	10/31	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 2.3												
CON COM1: ADD 7/30												
50	A		600A-700A	30		\$250.00	10/31	10/31	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 3.5												
CON COM1: ADD 7/30												
51	A		700A-800A	30		\$200.00	10/31	10/31	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 2.3												
CON COM1: ADD 7/30												

NOV/12 20370.00 CONTRACT TOTAL 20370.00  
 TOTAL SPOTS 58

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AUG1/12 15.28  
\*\*\*CHANGES\*\*\* \*\* WSPA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$494,155 WSPA 30% WLOS 46% WYFF 16% WHNS 8% WYCW 0% WMYA 0% CABL 0%  
SHARES ACCURATE WNEG 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE